# CityManager's Weekly **Update**



#### Contact us:



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**Employment Opportunities** with the City of Belmont

#### **Upcoming Meetings:**

Mar. 10 Council Meeting (agenda)

Mar. 12 Alameda De Las Pulgas/San Carlos Corridor Study

Workshop & Open House (flyer below)

Mar. 17 Planning Commission Meeting

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- Ralston Middle School & San Carlos Children's Theater – "Beauty and the Beast Jr."

#### **Community Calendars**

- Belmont Senior/Community Center
- Belmont Public Library

#### **Executive Summary**

#### Fire Safety Reminder for Daylight Savings Time this Weekend!!!



With the need to turn your clocks ahead one hour this Sunday, March 8<sup>th</sup>, the Belmont Fire Department wants to remind everyone to be sure to change the batteries in both your smoke and carbon monoxide detectors throughout your homes.



According to the National Fire Protection Association (NFPA), two-thirds of home fire deaths in the United States result from fires in homes without a working smoke alarm. Smoke and Carbon Monoxide detectors are one of the cheapest ways to protect your family in the event of a fire or accidental release of carbon monoxide gas. But that protection is only possible when these units are kept in proper working order, and when everyone in your family knows what each of them sounds like and how family members should respond.

Every month, you should test each detector to make sure they are working properly. Simply press the test button located on the face of each unit and wait for the beep. Every six months, conveniently when you change the clocks in your home, change the batteries in both types of detectors.



For more information on how to install and maintain smoke and carbon monoxide detectors, click here and for any further questions, please contact us at (650) 595-7492.

#### Still Time to Provide Feedback on Local Services and Infrastructure.



# Alameda de las Pulgas/San Carlos Avenue Corridor Study Community Workshop and Open House

The City of Belmont invites residents, community groups, stakeholders, and others with interest in the corridor to attend a workshop and open house. The Cities of Belmont and San Carlos along with the San Carlos School District and the Sequoia Union High School District have sponsored a traffic study of the Alameda de las Pulgas/San Carlos Avenue corridor between Ralston Avenue and Dartmouth Avenue-Club Drive.

The study has evaluated vehicular circulation and access, pedestrian safety, bicycle facilities and parking availability in the corridor. Through its work with the Technical Working Group, the consultant has developed several alternatives intended to increase safety and convenience in traveling through the corridor and accessing Carlmont High School and Tierra Linda Middle School. The results of the work completed to date along with the alternatives will be presented at the following Workshop:

Thursday, March 12th 5:30-6:00 Open House

6:00-7:30 Presentation and Public Input

Location: Carlmont High School, Student Union, 1400 Alameda De las Pulgas, Belmont

This workshop will give the community an opportunity to provide input on both current traffic/transportation problems in the corridor as well as the feedback from the community on the alternatives.

Public participation is an important and ongoing part of the study. The community will guide the vision and outcomes.

Visit the website below for information on upcoming meetings, background documents, and other opportunities to share your thoughts.

http://www.belmont.gov/alamedacorridorstudy



#### **Streets Division**

- Marked out 17 Underground Service Alerts
- Jackhammered to remove storm manhole lid and ring on Village Drive
- Installed new manhole lid and ring and concrete in place
- Cleaned debris from corporation yard drying rack
- Dug out and paved 17 tons of asphalt in front of 1139 Village Drive
- Attended training on crack seal machine
- Crack sealed 13,346 lineal feet in the Hallmark area

#### **Traffic Operations**

- Weekly visual inspections for preventative maintenance of intersections
- · Visual inspection of lighted crosswalks
- Banners 1 down; 1 up
- City wide steel streetlight pole assessment (45% complete)
- Cleared vegetation from 6 streetlight poles
- Manufactured 2 new signs
- Installed 1 sign
- Installed 2 thermoplastic street legends
- Straightened 2 sign poles
- Removed graffiti in 1 location
- Resolved traffic signal timing at Hallmark
- Filled 1 pothole on Alameda de Las Pulgas
- Disposed of e-waste high pressure sodium and CFL lamps
- Assisted with crack sealing
- Assisted with paving
- Set-up and trained on new Sign Shop plotter
- Manufactured 40 magnetic BPW promotional stickers

#### **Sewer Division**

- Inspected and cleaned 11 sewer pump stations
- The service truck (205) responded to 8 service calls
- Videoed 184 feet of sewer main/lateral
- Jetted (cleaned) 9,585 feet of sewer main
- Checked and emptied 8 garbage cans throughout the city

- Met with Union Sanitary District to discuss programs they use for their closed caption TV reports and how they interface/integrate with current program that the City uses.
- Cleaned flushable wipes from debris catcher in Ralston Ranch Pump Station (*Pictured below*)







**After-** Ralston Ranch debris catcher

#### **Storm Division**

- Performed weekly inspection of Water Dog Lake roadway, dam, v-ditch, and dock
- Inspected and cleaned both Ralston and Harbor Storm Pump Stations
- Swept 136 miles of curb resulting in the acquisition of 8.93 tons of debris that would otherwise find its way into our streams and eventually the Bay
- Assisted Street Department with crack sealing in the Hallmark area
- Attended a meeting concerning the abatement of cigarette litter city-wide
- Affixed green reflective markers to all 55 drain inlets which contain a Full Trash Capture Device (*Pictured below*)





• Performed trash cleanup at two Trash Hot Spot locations: O'Neill slough & Belmont Creek behind Carlmont Shopping Center (*Pictured below*)



Belmont Creek Before & After





Trash collected from Belmont Creek



Trash collected from O'Neill Slough

• Completed on-land trash cleanups at three sites along Ralston Ave.: Continentals to Lyall, Lyall to Merry Moppet and Merry Moppet to Alameda (*Pictured below*)



Debris collected on Ralston from Continentals to Lyall



Debris collected on Ralston from Merry Moppet to Alameda



A tree is no place for bag testing. Please use a receptacle.



# The City of Belmont Receives Keep America Beautiful Cigarette Litter Prevention Program Grant

National Initiative Reports Nearly 50 Percent Reduction in Cigarette Litter in Participating Communities

**Belmont**, CA – Keep America Beautiful Cigarette Litter Prevention Program (CLPP) today announced that the City of Belmont is a recipient of a \$2,500 grant as one of 73 organizations receiving 2015 grants.

Keep America Beautiful (KAB) affiliates, local governments, business improvement districts, downtown associations, parks and recreation areas, and other organizations dedicated to eradicating litter and beautifying communities are receiving grants. Since the establishment of the CLPP, communities in 49 states and the District of Columbia have implemented the program to reduce cigarette litter.

The City of Belmont will implement the program by raising awareness for cigarette butt litter prevention utilizing social media outlets, signage, and Public Works outreach events. Pocket ashtrays and portable auto ashtrays will also be given away during public events to encourage smokers to properly dispose of their cigarette butts. Installation of cigarette butt receptacles will be placed in designated areas where high counts of butt litter are found. Additionally, the City of Belmont will partner with San Mateo County Water Pollution Prevention Program on the cigarette butt abatement initiative-pilot program.

The City of Belmont is pleased to accept this grant and is looking forward to working with our community in reducing cigarette litter, and preventing these types of pollution to reach our waterways.

For the second straight year, KAB reported an average 48 percent reduction in cigarette litter in communities implementing KAB's CLPP. One-hundred seventeen communities that launched programs in 2013 achieved an additional 34 percent reduction when measured again in 2014.

In 2014, the CLPP's 12<sup>th</sup> year, there were 129 grant-supported implementations across the country in a variety of settings including downtowns, roadways, beaches, parks, marinas, colleges/universities, tourist locations, and at special event locations.

Over the past 10 years, the CLPP has consistently cut cigarette butt litter by approximately half based on local measurements taken in the first four months to six months after program implementation. Survey results also demonstrated that as communities continue to monitor the program those reductions are sustained or even increased over time.

"Keep America Beautiful is keenly aware that to make communities socially connected, environmentally healthy and economically sound, it is incumbent upon us to reduce the blight of cigarette litter," said Jennifer Jehn, president and CEO of Keep America Beautiful. "It's gratifying to see sustained results from the Cigarette Litter Prevention Program where access to ash receptacles is at work in tandem with the reinforcement of public education and awareness."

Tobacco products, consisting mainly of cigarette butts, are the most littered item in America, representing nearly 38 percent of all items littered, according to "Litter in America," KAB's landmark study of litter and littering behavior.

Research has shown that even self-reported "non-litterers" often don't consider tossing cigarette butts on the ground to be "littering." Keep America Beautiful has found that cigarette butt litter occurs most often at transition points—areas where a person must stop smoking before proceeding into another area. These include bus stops, entrances to stores and public buildings, and the sidewalk areas outside of bars and restaurants, among others.

To address cigarette butt litter, KAB's CLPP advocates that communities integrate <u>four proven approaches</u>:

- Encourage enforcement of litter laws, including cigarette litter;
- Raise awareness about the issue using public service messages;
- Place ash receptacles at transition points such as entrances to public buildings; and
- Distribute pocket or portable ashtrays to adult smokers.



# **SAVE THE DATE**

# 4<sup>th</sup> ANNUAL EARTH DAY CELEBRATION

Saturday, April 25<sup>th</sup> 9am-Noon in the Park One Twin Pines Lane

**E-Waste Drop-off** 

**Document Shredding** 

**Compost Giveaway** 

**Book Recycling Drop-off** 



Environmental booths

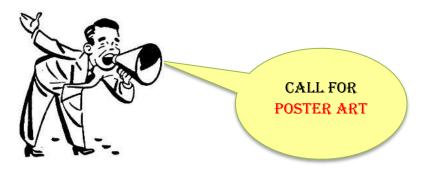
Informational Displays

Children's activities,

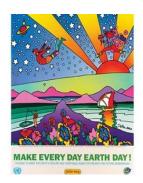
Giveaway's, fun & more!

# EARTH DAY POSTER ART SUBMISSIONS WANTED

The City of Belmont Public Works Department is gearing up for this year's **Annual Earth Day Event** and are calling for your Earth Day 2015 Poster Art Submissions.



The winner's poster art will be featured in the advertisement flyer and will be posted on the City's Facebook page, the City's Website, Library and local television channel 27. (Earth Day events, time and location is listed in our flyer, we just need your artwork).



Here is a sneak peek of events lined up for Saturday, April 25th:
E-Waste Recycling
Compost Giveaway
Book Recycling
Document Shredding
Informational Booths
Exhibits and Displays

Poster Art must pertain to Earth Day.

All poster art must be original and created on  $8 \frac{1}{2} \times 11$  inch paper or posterboard using marker, crayon, colored pencil or paint.

**Deadline for submissions** is Monday, March 9th at 5:00 pm, and all artwork must be submitted with the artist's name, and contact information. Original poster art can be submitted the following ways:

Electronically to <a href="mailto:dlynn@belmont.gov">dlynn@belmont.gov</a>

**OR Drop off** at One Twin Pines Lane Suite 385, M-F 8-12 & 1-5

Submissions will be posted online from March 10<sup>th</sup> through March 16<sup>th</sup>, and voting will be determined by "likes" for your favorite poster artwork on the **Public Works** Facebook Page. (If you do not have facebook and want to vote for your favorite, submit via email to <u>dlynn@belmont.gov</u> and it will be counted as a "LIKE" on the Facebook page. Voting period ends at 11:59pm March 16<sup>th</sup>.)

Winner will be announced March 17th. The winner will receive a 25.00 Gift Card for Carlmont Shopping Center, and will have their artwork displayed in the 2015 Earth Day posting for advertising the event.

To follow this contest, visit our <u>facebook</u> page at https://www.facebook.com/CityofBelmontCA

# Parks and Recreation

#### **Sports Filed Management**



Sports field management was top priority this week to ensure level and safe playing fields for our youth sports. At the Belmont Sports complex, invasive Acacia trees were removed as their roots were beginning to spread into the field creating raised areas of grass.

On Ralston Field, a roller was used to smooth out the uneven playing conditions caused by gopher mounds and their sunken runways. We will continue to monitor the field conditions and perform the necessary tasks to ensure they're a safe and fun place to play!



#### **National Read Across America Day**

In honor of National Read Across America Day on March 2nd, members of V.O.I.C.E.S. helped organize the Friends of the Belmont Library's Book Nook in Twin Pines Park. The Book Nook is one way the Friends of the Belmont Library program generates revenue which goes toward library services and cultural events for both children and adults. Teens enjoyed sorting books and clearing out areas for new additions that will surely fly off the shelves!

#### **Giants Fans ready for Spring Training**

Attendees to the Lunch Program on Thursday, March 5, had an opportunity to stock up for the San Francisco Giants' spring training season by entering to win official SF Giants



merchandise. Each person registered for the Lunch Program got one ticket. Thank you to the San Francisco Giants for the donation, and congratulations to the lucky winners!



BBQ Pork ribs. Grilled tilapia with lemon dill. Turkey and gravy. Chicken Piccata over angelhair pasta. Does that sound good to you? How 'bout with a salad for an appetizer, a buttered bread roll, and a side of sautéed vegetables? And don't forget the dessert! The Lunch Program at Twin Pines is open to the public every Tuesday, Wednesday and Thursday with meals served at 11:30. Sign up by calling (650) 595-7444!

#### "Get Healthy San Mateo" Visioning Workshop



Get Healthy San Mateo County, put on by the County Health Systems, gathered people from many constituency groups in the County in 5 workshops. With approximately fifty people in attendance, working in small and large groups to create specific visions of what our County would look like if neighborhoods, cities, schools and the County were 'healthy'.





## The City of Belmont Poet Laureate

The City of Belmont and the Belmont Public library are looking for an Official Poet Laureate to act as an ambassador and advocate for poetry, literature and the arts.

#### Qualifications:

- The Poet Laureate must be a Belmont resident 18 years of age or older who has been recognized for poetry and literary contributions.
- The Poet Laureate must demonstrate a commitment to and passion for poetry and embrace the opportunity to engage in community service to make poetry more accessible and available.

More information and applications are available at:

The Belmont Public Library 1110 Alameda De Las Pulgas Belmont, CA. 94002 (650) 591-8286

Applications are due at the Belmont Public Library by FRIDAY, MARCH 27<sup>th</sup>, 2015, 6pm.

Enhancing the quality of life for the community
- City of Belmont Parks and Recreation Department

#### ALAMEDA DE LAS PULGAS/SAN CARLOS AVENUE CORRIDOR STUDY COMMUNITY WORKSHOP AND OPEN HOUSE

#### YOUR INPUT IS NEEDED

The Four Corners Working Group Invites You To Attend The Workshop And Open House For The Proposed Alameda De Las Pulgas/San Carlos Avenue Corridor Study.

A geographically named 4
Corners Working Group was
convened as a multijurisdictional committee to
recommend solutions to
various traffic concerns
involving pedestrian, bicycle
and vehicular circulation
issues through the Alameda
de las Pulgas/San Carlos
Avenue corridor in the
vicinity of Carlmont High
School and Tierra Linda
Middle School.

The working group includes staff and elected members of the Cities of Belmont and San Carlos, the Sequoia Union High School District, and the San Carlos School District, In the corridor area, Alameda de Las Pulgas and San Carlos Avenue serve as the main thoroughfares for residents heading to retail destinations in San Carlos and Belmont, as well as regional destinations on Highway 101 Interstate 280.

The Cities of Belmont and San Carlos along with the San Carlos School District and the Sequoia Union High School District are sponsoring a traffic study of the Alameda de las Pulgas/San Carlos Avenue corridor between Ralston Avenue and Dartmouth Avenue-Club Drive. The study has evaluated vehicular circulation and access, pedestrian safety, bicycle facilities and parking availability in the corridor. Through its work with the Technical Working Group, the consultant has developed several alternatives intended to increase safety and convenience in traveling through the corridor and accessing Carlmont High School and Tierra Linda Middle School.

Please join us at the Community Workshop

March 12, 2015

5:30 – 6:00 p.m. Community Open House 6:00-7:30 p.m. Presentation and Public Input

Location: Carlmont High School Student Union, 1400 Alameda De Las Pulgas, Belmont, CA 94002

#### We want to hear from you!

Public participation is an important and ongoing part of the study. This will provide the opportunity for your input on both current traffic/transportation problems in the corridor as well as your feedback on the alternatives. Before and after the presentation, the public is invited to look through maps and displays and speak to team members who will be available to answer questions.









#### **Other Agency Announcements**



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#### FOR IMMEDIATE RELEASE:

# San Mateo County Mosquito and Vector Control District Hires New District Manager

Burlingame, CA – February 23, 2015 – On Wednesday, February 11<sup>th</sup>, 2015 the San Mateo County Mosquito and Vector Control District's Board of Trustees voted unanimously to approve the selection of Dr. Chindi Peavey as the new District Manager. Dr. Peavey will fill the position left vacant by the retirement of former District Manager Robert Gay in 2014, which has been temporarily held by Interim District Manager and Finance Director Rosendo Rodriguez.

Dr. Peavey has served most recently as District Manager of Alameda County Mosquito Abatement in Hayward, CA, as well as previously working as the Laboratory Director at San Mateo County Mosquito and Vector Control District. She has more than two decades of experience in vector control, including both research and special district management, as well as developing surveillance and control programs for vectors and vector-borne disease.

San Mateo County Mosquito and Vector Control District is pleased to welcome Dr. Peavey to the staff starting March 2<sup>nd</sup>, 2015.

#### Contact:

Megan Caldwell
Public Health Education and Outreach Officer
mcaldwell@smcmvcd.org
1351 Rollins Rd.
Burlingame, CA 94010
(650) 344-8592
####



SVCW News March 5, 2015

Contact:
Dan Child
Manager
Silicon Valley Clean Water (SVCW)
650-591-7121

## **Update on SVCW's Popular Bird Watching Impoundment**

#### By Dan Child Manager Silicon Valley Clean Water

With this year's rainfall SVCW has experienced standing water in its Landscape Impoundment areas in front of the facility on Radio Road in Redwood City.

SVCW staff is monitoring the well-being of water fowl that have found the water - mostly ducks, but several other species - and to date there has been no indication of ill health in any of the birds.

Over the past year, we have discussed the future need for the majority of this area to be used for wastewater conveyance and treatment facilities and alternative areas for the Landscape Impoundment feature and related water fowl habitat will be developed. The future facility requirements continue to be evaluated and appropriate plans and permits will be acquired to do the work that is ultimately needed. At this time, we can legally place water back in the Landscape Impoundment on an interim basis. We are not allowed to move any soil or perform any other work in the area, but returning water there is within our permissible actions.

With this information, SVCW has begun introducing water back into the Landscape Impoundment. Please understand this is an interim action and the area will be drained



again in the future to facilitate necessary treatment facilities. We anticipate that there are many months and possibly years of work to be performed, related to planning and permitting, prior to the need to drain the area again.

In the meantime, we will continue to work with public and regulatory agencies to receive their input on what will be designed for a future long-term Landscape Impoundment and water fowl habitat area at the SVCW site.

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www.wasteadvantagemag.com



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Highly automated single stream processing equipment in the

Photo courtesy of RethinkWaste (San Carlos, CA).



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Leading the way in the delivery of waste reduction and recycling programs, RethinkWaste, aka the South Bayside Waste Management Authority, has built an efficient infrastructure in order to process all types of materials effectively and meet statewide goals.

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The place for ONE-STOP-SHOPPING TO FIND **ANY EQUIPMENT** to fit your needs. Turn to this featured section to discover who is selling what in the solid waste industry today.

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# RethinkWaste: Transforming the Face of Solid Waste and Recycling

Leading the way in the delivery of waste reduction and recycling programs, RethinkWaste, aka the South Bayside Waste Management Authority, has built an efficient infrastructure in order to process all types of materials effectively and meet statewide goals.

RethinkWaste (known legally as the South Bayside Waste Management Authority) is a joint powers authority (JPA) of 12 public Agencies (Atherton, Belmont, Burlingame, East Palo Alto, Foster City, Hillsborough, Menlo Park, Redwood City, San Carlos, San Mateo, the County of San Mateo and the West Bay Sanitary District) in San Mateo County, CA, and is a leader in the delivery of innovative waste reduction and recycling programs. RethinkWaste was formed in 1982 as a means to guarantee the flow of solid waste collected in the 12 public agencies served by BFI (now Republic Services) to the tobe-constructed San Carlos Transfer Station. The role of the JPA has evolved over the past 30+ years to also address joint management of uniform franchise agreements with one service provider for the purposes of solid waste rate setting, and meeting state recycling mandates, as well as the purchase and operation of the transfer station complex.

RethinkWaste owns and manages the award-winning Shoreway Environmental Center, a 16-acre complex in San Carlos (formerly referred to as the San Carlos Transfer Station), which receives all the recyclables, organic materials and discarded materials (i.e. solid waste) collected in its service area by a franchised service provider, Recology San Mateo County. Each of the 12 Member Agencies holds a franchise agreement with Recology through 2020. The Shoreway facility was purchased for \$20 million from Allied Waste (formerly BFI and now Republic Services) in 1999 and underwent \$46 million in master planned capital improvements initiated in 2009 and completed in April 2011. Operations of the Shoreway facility are contracted out to South Bay Recycling (SBR), a privately-owned company consisting of two joint venture partners (Potential Industries and Community Recycling), under a 10-year contract through 2020. In 2014, the Shoreway facility received a total of 449,893 tons of which 345,944 were handled through the Transfer Station and 103,949 through a Materials Recovery Facility (MRF). Figure 1, page 20, breaks out the tonnage further over the past four years.

RethinkWaste is led by Executive Director Kevin McCarthy, who reports

Recology recycling collection vehicle unloading recyclables in the MRF. Photos courtesy of RethinkWaste.



to a Board of Directors comprised of elected officials from the 12 Member Agencies. The JPA has a staff of eight and provides overall management of a \$106 million per year recycling and solid waste management system as shown in Figure 2, page 20. The JPAs FY14/15 operating budget, inclusive of Shoreway operational costs, is \$39.6 million. The organization's service area is entirely within San Mateo County and comprises 10 cities, one sanitary district and all unincorporated portions of San Mateo County. The service area has approximately 450,000 residents with 93,000 residential accounts and more than 10,000 businesses.

#### **An Efficient Infrastructure**

RethinkWaste's operations are primarily affected by changes in state laws and regulations as California continues to be a leader in enacting environmental policy addressing climate change and related issues. McCarthy explains, "Our JPA has been able to meet and, in most cases, exceed state mandates, such as AB 939, California's recycling law that required 50 percent diversion from the landfill by 2000, AB 341 with mandatory commercial recycling requirements and statewide recycling goal of 75 percent by 2020, and AB 1826 which requires commercial generators to subscribe to recycling service. We've achieved this through effective solid waste planning and facility master plan efforts. Implementing uniform collection programs across our service area with high diversion goals and performance standards for the franchised service provider as well as ensuring our transfer and processing infrastructure is state-of-the-art have kept the JPA ahead of the curve."

Overall, the state of the economy has not significantly impacted the organization's operations. While the economic downturn resulted in a modest reduction in their facility solid waste tonnage, most of the decline can be attributed to a significant expansion of recycling and organics collection programs starting in late 2010 and into early 2011. "During the past two years, solid waste tonnage has increased 4.2 percent and 1.7 percent, respectively. The more notable impact in the past year or so has been a reduction in both residential and commercial yard waste tonnage attributable to a three-year drought in California. Our budget is also impacted somewhat by ongoing fluctuations in commodity prices for paper, cardboard and plastics," says McCarthy.

Most of RethinkWaste's challenges have centered around what nearly all public-sector solid waste managers face, which is the ebb and flow of convincing decision makers to invest in their solid waste and recycling system in light of municipal budget challenges and ever rate-sensitive customers. "Although the JPA is a manager of an enterprise system with strong cash flows and has remained in a strong financial position throughout the 'great recession', it is not easy to increase solid waste rates to pay for new programs and infrastructure." Ultimately, the organization's winning strategy has been to demonstrate to decision makers the value proposition for customers. The JPA's vast array of programs and services are delivered in a cost-effective manner and offer customers a convenient way to manage their recyclables, organics and solid waste" (see Summary of Services sidebar, pages 22).

All of RethinkWaste's programs and services are supported by a robust, multi-faced public education and outreach effort focused on maximizing customer knowledge of, and proper use of, the services offered. Outreach efforts are tailored as appropriate based on survey results, benchmarking data and analysis of its efforts to ensure its effectiveness. Outreach tools used include: direct mail, newsletters, electronic media, social media (mainly Facebook and Twitter), collection vehicle signs, Web site and bill inserts, among others, for message delivery. "Recology also takes the lead on direct technical assistance to help businesses set-up recycling and compost collection programs. Recology provides hands-on technical assistance for businesses

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Aerial shot of the 16-acre Shoreway Environmental Center in San Carlos, CA.

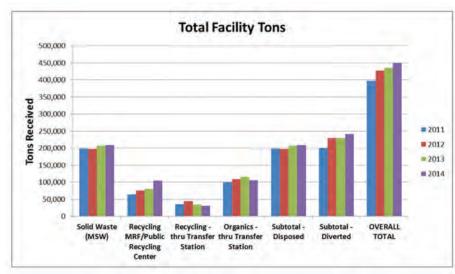


Figure 1: Total facility tons over the past four years.



Figure 2: The JPA provides overall management of a \$106 million per year recycling and solid waste management system.

and multi-family dwellings through a team of eight outreach representatives using collateral developed by RethinkWaste and also providing customers with internal containers (deskside and blue and green slim jims)," says McCarthy.

#### **A Massive Transformation**

From 2006 through 2011, the JPA focused on transforming their collection and processing system, culminating in new service provider contracts exceeding \$1 billion for collection and processing services over 10 years and completion of \$46 million in capital improvements to the Shoreway Environmental Center. These efforts were inter-connected as new franchised collection services necessitated facility improvements. In late 2010 and early 2011, new franchised collection services (cart-based, single stream recycling, organics collection, etc.) were rolled-out for 93,000 residential accounts and 10,000+ commercial accounts in partnership with Recology San Mateo County. These collection services replaced an outdated, largely manual collection service with tubs for recycling, customer provided garbage cans, and a high percentage of customers with side and backyard service. This old collection service was also managed by Allied Waste through a cost-plus compensation methodology (actual operating expenses plus a guaranteed profit margin) with little incentive for implementing any cost savings.

In March 2011, the JPA completed the \$46 million in capital improvements to the Shoreway Environmental Center, which included:

- A new 70,000 sq. ft. MRF with highly automated processing equipment
- Greatly expanding the public tipping area within the Transfer Station
- A new Public Recycling Center
- · New traffic flow, scales and scale-house has eliminated traffic backups
- · A new education center and other environmental enhancements

Completed \$1 million under budget, McCarthy emphasizes



Left: Exterior shot of the public entrance to the newly constructed section of the Transfer Station. Right: Highly automated single stream processing equipment in the MRF.

the finished project as RethinkWaste's most outstanding achievement to date and says that the JPA is proud to have received wide-praise and local, state and national recognition for the above efforts including:

#### 2012

- SWANA Recycling Systems Excellence Gold Award for the Shoreway Environmental Center
- U.S. Green Building Council LEED Gold Certification for the Shoreway Environmental Center
- City of San Carlos/San Carlos Chamber of Commerce Beautification Award for the Shoreway Environmental Center

#### 2013

- California Resource Recovery Association (CRRA) Outstanding Recycling Program Award for the CartSMART and BizSMART collection programs and Shoreway Environmental Center
- Telly Award: Internet/Online Commercial, Green/Eco-Friendly for the "Where Your Stuff Goes: From Curbside to Shoreway Environmental Center and Beyond" education video
- Sustainable San Mateo County Green Building Award for the Shoreway Environmental Center
- Acterra Business Environmental Awards: Sustainable Built Environment Finalist for the Shoreway Environmental Center

#### 2014

- SWANA Public Education Excellence Gold Award for the Shoreway Environmental Education Center and Tour Program
- Acterra Business Environmental Awards: Environment Project Award for the Shoreway Environmental Education Center and Tour Program

#### **Upcoming Plans**

McCarthy points out that a number of upcoming strategic decisions are driving RethinkWaste's current focus and workload and future planning efforts, such as:

- Decisions by Member Agencies in 2017 to extend or not the term of existing Franchise Agreements with Recology, including determining the scope of work for future collection services agreements
- Future decision by the JPA whether or not to extend the term of the Shoreway Operations Agreement with South Bay Recycling, including determining the scope of work for a future agreement
- Future expiration after December 31, 2019 of the Ox Mountain Disposal Agreement

"These decisions will be influenced by significant policy drivers such as California's 75 percent statewide recycling goal by 2020 and mandatory commercial recycling provisions, ongoing regulatory decisions implementing California's climate change law, and the JPA's continued policy goal of rate stability and predictability," says McCarthy. "More broadly, the solid waste industry faces a patch-work of state-by-state laws and regulations and no coherent federal policy around recycling and solid waste management. This

limits investment in new technologies, fails to address critical future end market needs, and does nothing to address the solid waste management challenges around the ever changing waste stream."

Starting this past fall, the JPA embarked on the development of a long-range plan to achieve 75 percent measured diversion by 2020. A draft of the plan is due to the Board of Directors in late March 2015 and will address potential policy, infrastructure and service enhancements. "The JPA is exploring a large-scale processing operation to recover organic waste from the mixed waste stream and some enhanced outreach and policy options to drive higher diversion," remarked McCarthy. "We are also in the process of implementing a commercial recycler reporting ordinance which will give us critical missing data on non-franchise commercial recycling activities. This information is critical so that we know how much more diversion we need to get to 75 percent."

For more information, contact Kevin McCarthy, Executive Director of RethinkWaste, at (650) 802-3505 or via e-mail at kmccarthy@rethinkwaste.org. Visit RethinkWaste at www.RethinkWaste.org or follow them at www.Facebook.com/rethinkwaste or www. Twitter.com/rethinkwaste.



## **Summary of Services**

Each of the 12 Member Agencies participated in the RethinkWaste-led competitive procurement request for proposals (RFP) process, which resulted in each Agency executing a 10-year Franchise



Agreement with Recology San Mateo County, commencing January 1, 2011 through December 31, 2020. These Franchise Agreements provide the exclusive right for Recology to collect recyclables, organic materials (compost) and garbage from single-family dwelling (SFD) residential customers and garbage from commercial customers, which include multi-family dwellings (MFD), businesses and Member Agency facilities. Recyclables and compost is also collected from commercial customers on a non-exclusive basis. Recology uses a mix of collection vehicles, which includes both automated (for carts) and semi-automated (for carts and bins) truck types, all collecting a single material (i.e., recyclables, compost or garbage). All materials collected by Recology are delivered to the RethinkWaste-owned Shoreway Environmental Center in San Carlos for recycling processing, transportation and disposal. The franchised services also include an array of other appointment based or seasonal services that customers can use including but not limited to:

- Twice annual on-call bulky item collection program
- Holiday tree collection
- Community events such as compost giveaway events, shred/e-scrap events, etc.

There is also subscription or fee for services ("unscheduled services") that customers can use such as back-yard service, extra pick-ups, additional carts, container cleaning, etc. that are detailed in Attachment Q to the Franchise Agreement.

RethinkWaste also manages a separate contract with At Your Door Special Collection (WM Curbside, LLC) to provide door-to-door collection of household hazardous waste (HHW) upon request from SFD and MFD customers. All twelve Member Agencies participate in the Door-to-Door HHW Collection Program as of March 1, 2015. More detail on the collection services is provided as follows:

#### **CartSMART Residential Services**

Approximately 93,000 SFD households (one to four living units) are provided weekly curbside recycle, compost and garbage collection services through the CartSMART residential program. Each household sets its materials out in wheeled carts (20, 32, 64 and 96 gallon) provided by Recology, which are then collected by automated trucks. Recycling is single stream/commingled, and the compost program includes yard trimmings, food scraps and food- and beverage-soiled paper products. Used motor oil and motor oil filters, cell phones and household batteries are also collected curbside weekly by Recology.

#### BizSMART Commercial Services (for businesses and multi-family dwellings)

Approximately 9,200 MFD (five or more units) complexes (totaling 45,000 units), businesses and Member Agency Facilities are provided recycle, compost and garbage collection services through the BizSMART commercial collection program. These customers subscribe to a minimum of weekly garbage collection in Recology provided carts or bins of various sizes. Recycle collection services are offered at no additional charge for customers who subscribe to the garbage collection services provided by Recology. Compost/plant materials collection are offered at a discounted rate that is 25 percent to 50 percent below the cost of garbage service depending on the Member Agency.

Also included in the BizSMART service is the collection of Member Agency public containers located on streets and in parking lots and parks that are accessible for curbside collection. MFD complexes are also eligible for household battery and cell phone collection with their BizSMART carts or they can request a designated container to centralize collection.

#### **Commercial Recycling Technical Assistance**

A key component of the BizSMART commercial services is the Franchise Agreement required commercial recycling staff of eight fulltime Recology employees to increase waste diversion. This team is exclusively dedicated to promoting the BizSMART collection services and providing technical assistance to all commercial customers, including MFDs and Member Agency Facility customers. The technical assistance includes on-site waste assessments, visual audits, and direct contact/meetings with customers to promote programs and services, distribution of outreach materials and other assistance as needed.

Distributed items include recycling "buddy bags" and MFD toolkits to MFD complexes; internal containers to businesses (e.g., cardboard and plastic deskside recycling bins, "slim-jims" for recycling and organics) and Member Agency Facilities; and posters, labels and other related collateral to all commercial accounts. The cost for these items is included in the RethinkWaste annual budget and \$70,000 was included in the FY14/15 budget.

#### **Beyond the Cart Services (Other Services)**

In addition to the Recycle, Compost and Garbage collection services included in the CartSMART and BizSMART programs, SFD and MFD customers are provided with the following services:

- Twice Annual On-Call Bulky Item Collection Program—SFD residents contact Recology to schedule a recycling collection of large items such as mattresses or appliances, excess plant materials and wood, and to dispose of excess trash or bulky items. The twice-annual service is provided between February 1 and December 31 and households are limited to the amount of materials that they can set out each collection. MFD complexes are also eligible to schedule this service twice annually and the amount collected is based on the number of units. MFD property owners/managers must schedule the collection. In addition, Member Agency Facilities can receive this service annually upon request and the amount of materials collected is limited. Additional collections for SFDs, MFDs and Member Agency Facilities can be scheduled for a fee for service based on approved rates.
- Holiday Tree Collection—Recology collects holiday trees curbside from SFD residential customers between December 26 and January 31 each year when placed adjacent to resident's green Compost cart. Trees up to eight feet in length can be set out, but all decorations and tree stands must be removed. Flocked trees are accepted. Multi-family complexes are provided holiday tree collection in bins or drop boxes per request of the property owner/manager at no additional cost.
- Door-to-Door Household Hazardous Waste Collection—All SFD and MFD residences are eligible for the Door-to-Door HHW Collection Program managed by RethinkWaste and provided by At Your Door Special Collection (WM Curbside, LLC). Residents can schedule this service throughout the year upon request.

#### **Community Events**

The Franchise Agreements with Recology provide Member Agencies with compost giveaways, confidential document destruction and winter coat drive events and RethinkWaste organizes compost giveaway and shred/e-scrap events, as follows:

- Compost Giveaway Events—A Recology "Bring Your Own Bucket Event" is provided to each Member Agency annually at no additional charge. Member Agencies can also request to have additional compost giveaway events for a delivery fee. The compost provided by RethinkWaste at no additional cost for the giveaways is through the JPA's organics processing contracts with Republic Services-Newby Island and Recology Grover Environmental Products.
- Shred/E-Scrap Events—Recology provides one Confidential Document Destruction Event annually for each Member Agency and additional events are provided for a fee. Upon request by a Member Agency, RethinkWaste organizes E-Scrap collection to coincide with the Shred Event.
- Coats for Kids—Recology provides an annual "Coats for Kids Program" to collect used winter coats curbside and at drop-off locations for a period of one to two weeks typically in the fall for donation to local non-profits organizations.

#### Commercial/Businesses, Large Events and Member Agency Requested Specific Services

- Community Events—Recology provides recycle, garbage and compost (if one or more cubic yard of compost material is generated per day at the venue or event) collection services for those events as specified in each Member Agency's Franchise Agreement Attachment C. Member Agencies can also request the staffing of a booth hosted by Recology for these events. RethinkWaste supplements Recology's community events services by providing two trailers and 500 ClearStream® Recycle, Compost and Garbage containers owned by RethinkWaste. In addition, Community groups, organizations and Member Agencies can also request the use of the ClearStreams for their events.
- Abandoned Waste Collection Services Recology collects abandoned or illegally dumped waste from public rights of way within 24 hours upon request from Member Agencies.

# Ralston Middle School & San Carlos Children's Theater present the musical "Beauty and the Beast, Jr."



Director: Eron Block. Choreographer: Daina Block. Music Director: Susie Jimenez.

#### **Cast and Crew**

All actors are <u>students</u> of Ralston Middle School! Also, Ralston <u>students</u> will be operating the lights and sound, and working backstage. Be entertained while supporting the students!

#### Story

This musical tells the story of Belle, a young woman in a provincial town, and the Beast, who is really a young prince trapped under the spell of an enchantress. If the Beast can learn to love and be loved, the curse will end and he will be transformed to his former self. But time is running out. If the Beast does not learn his lesson soon, he and his household will be doomed for all eternity!

#### **Performance Dates**

Friday March 27 at 7:00 PM

Saturday March 28 at 7:00 PM

Sunday March 29 at 1:00 PM

#### Venue

McKinley Auditorium 400 Duane Street Redwood City, CA 94062

#### Tickets and Info

Tickets \$10 / person.

Tickets at http://www.scctkids.com/beauty-and-the-beast-jr-ralston-middle-school/

## Community Calendars

## **Twin Pines Community Center**

	Twin I	Pine	es Senior &	Co	mmunity C	ent	er ~ Marc	:h	2015 ~
	Monday		Tuesday		Wednesday		Thursday		Friday
9:30 9:30 9:30 10:00 1:00 1:00 2:00 2:00	Bread Program Video Aerobics Italian Chat Spanish Chat Book Club (S) Beat Arthritis (R) French Chat Sit N' Be Fit Video	10:00 11:30 12:00 12:15	Mindful Meditation Walking Group Matter of Balance (S) English Class Lunch Program (S) Canasta Classic Movie Needlecrafts Group	10:00 10:30 11:30 11:30 12:15	8:45 Strength Training Bread Program Video Aerobics Computer Tutor (\$) Spanish Class Zumba Gold (R) German Class Lunch Program (\$) New Movie Pinochlei/Hearts Stories from the Road (\$)	12:15 12:30	Walking Group Canasta Lunch Program (S) Wii Bowling Bridge Art Group	9:30 10:40 1:00 1:00	Chair Yoga Mandarin Conversation Go 4 Life Fitness Video BINGO
	Bread Program Video Aerobics Italian Chat <b>Ukulele Sing Along</b> Spanish Chat Beat Arthritis (R) French Chat Sit N' Be Fit Video	9:30 10:00 10:00 11:30 12:00 12:15	Walking Group Gentle Tai Chi (S) Matter of Balance (S) English Class Lunch Program (S) Canasta Foreign Film Needlecrafts Group	10:00 10:30 11:30 11:30 12:15	8:45 Strength Training Bread Program Video Aerobics Computer Tutor (\$) Spanish Class Zumba Gold (R) German Class Lunch Program (\$) New Movie Pinochle/Hearts	12:15	Walking Group Canasta Birthday Lunch (S) Wii Bowling Bridge Art Group	13 9:30 10:40 1:00 1:30 1:30	Chair Yoga Mandarin Conversation Go 4 Life Fitness Video Ping Pong! Mahjong
16 9:30 9:30 9:30 10:00 1:00 2:00 2:00	Bread Program Video Aerobics Italian Chat Spanish Chat Beat Arthritis (R) French Chat Sit N' Be Fit Video	10:00 11:30 12:00 12:15	8:30 Blood Pressure Clinic Bread Program Walking Group Gentle Tai Chi (S) Senior Club Meeting English Class Lunch Program (S) Canasta Classic Movie Needlecrafts Group	10:00 10:30 11:30 11:30 12:15	8:45 Strength Training Bread Program Video Aerobics Computer Tutor (\$) Spanish Class Zumba Gold (R) German Class Lunch Program (\$) New Movie Pinochle/Hearts	12:15	Walking Group Canasta Spring Training Lunch (S) Wii Bowling Bridge Art Group	9:30 10:40 1:00 1:00	Chair Yoga Mandarin Conversation Go 4 Life Fitness Video BINGO
10:00	Bread Program Video Aerobics Italian Chat Spanish Chat Opinion Exchange W/Jim Dunbar Stamp Collectors French Chat Sit N' Be Fit Video	9:30 11:30 12:00 12:15 12:30	Walking Group Gentle Tai Chi (S) Lunch Program (S) Canasta Foreign Film Needlecrafts Group Senior Advisory Meeting	10:00 10:30 11:30 11:30 12:15	8:45 Strength Training Bread Program Video Aerobics Computer Tutor (\$) Spanish Class Zumba Gold (R) German Class Lunch Program (\$) New Movie Pinochle/Hearts	11:30 12:15 12:30	Walking Group Canasta Meet Your Librarians! Lunch Program (S) Wii Bowling Bridge New! Village Info Sess Art Group	1:00 1:30 1:30	Chair Yoga Mandarin Conversation Go 4 Life Fitness Video Ping Pong! Mahjong
30 9:30 9:30 9:30 10:00 1:00 2:00 2:00	Bread Program Video Aerobics Italian Chat Spanish Chat Beat Arthritis (R) French Chat Sit N' Be Fit Video	9:30 <b>10:00</b> 11:30 12:00 12:15	Walking Group Gentle Tai Chi (S) Matter of Balance (S) Lunch Program (S) Canasta Classic Movie Needlecrafts Group	*Some activities require Signing up (S), some require Registration with Parks & Recreation (R), some are drop-in *Activities are subject to change. Please call 595-7444 to confirm.					

#### **Belmont Public Library**

